

Data-Driven Communications

Unit 1: Defining the Business Objective and Sourcing Data



Course Overview

- ▶ **Unit 1: Defining the Business Objective and Sourcing Data**
- ▶ Unit 2: Data Analysis
- ▶ Unit 3: Data Visualization Principles and Processes
- ▶ Unit 4: Visualization Tools and Techniques
- ▶ Unit 5: Evaluating Data Visualizations
- ▶ Unit 6: Storytelling with Data



Unit 1 Learning Outcomes

- ▶ identify and define data analysis processes
- ▶ apply data analysis processes
- ▶ examine effective business analysis objectives
- ▶ create effective business analysis objectives
- ▶ evaluate effective business analysis objectives
- ▶ compare and contrast the different data gathering methods and models
- ▶ illustrate how data collection impacts the final analysis



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit 1 Topics

- ▶ The Life Cycle of Data Analysis Projects
- ▶ The Role of Data Analysis in the Marketing Research Process

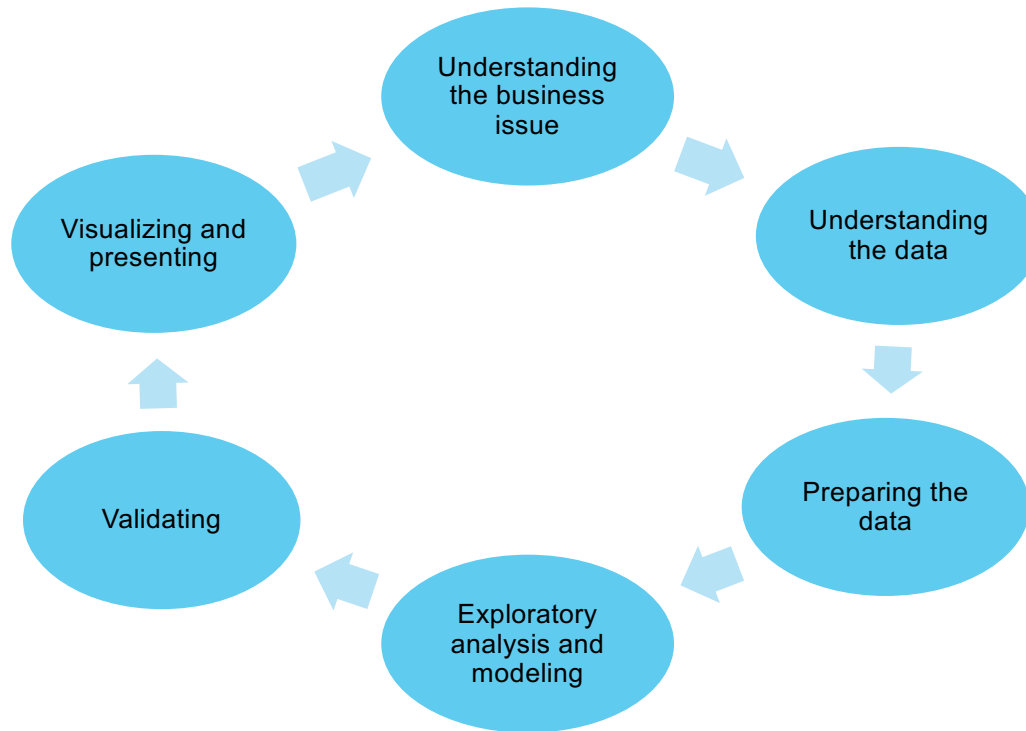


Unit 1 Vocabulary

- ▶ achievability
- ▶ big data
- ▶ business intelligence (BI)
- ▶ causal research
- ▶ clarity
- ▶ data-driven decision-making
- ▶ data collection
- ▶ data integration
- ▶ data presentation
- ▶ data processing
- ▶ data storage
- ▶ descriptive research
- ▶ exploratory research
- ▶ feasibility
- ▶ interview
- ▶ measurability
- ▶ measurement error
- ▶ non-response bias
- ▶ objective
- ▶ sampling bias
- ▶ SMART
- ▶ survey
- ▶ variety
- ▶ Velocity
- ▶ volume



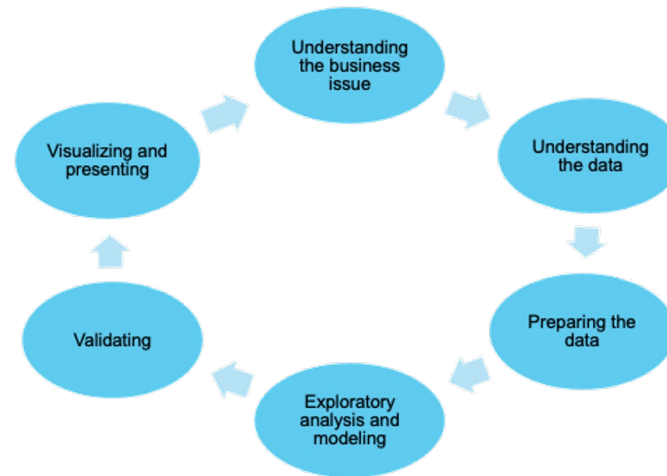
Life Cycle of a Data Analysis Project



Understanding the Business Issue

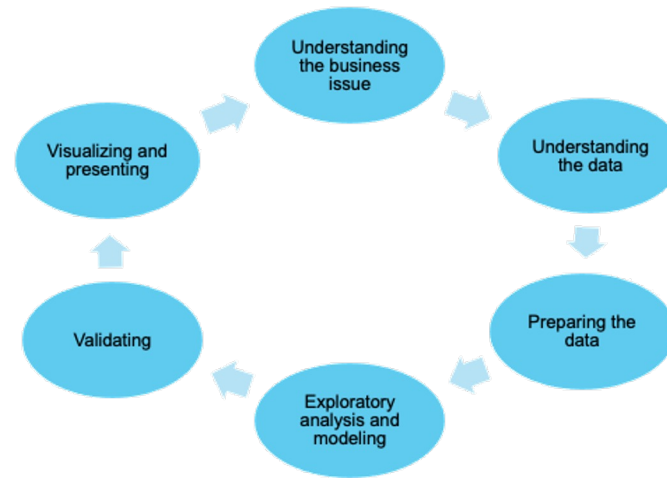
- ▶ define business objectives
- ▶ gather information
- ▶ determine the type of analysis that will be performed
- ▶ clarify our scope of work
- ▶ identify deliverables

Business issues or objectives must be SMART – specific, measurable, achievable, repeatable, and time-bound.



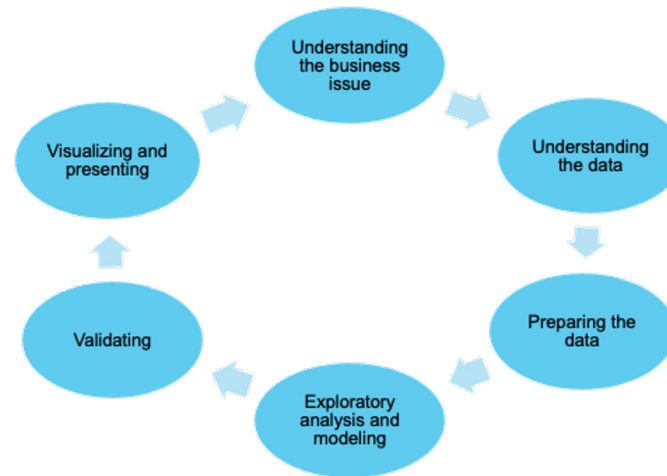
Understanding the Data

- ▶ collect initial data
- ▶ identify data requirements
- ▶ determine data availability
- ▶ explore the characteristics of the data



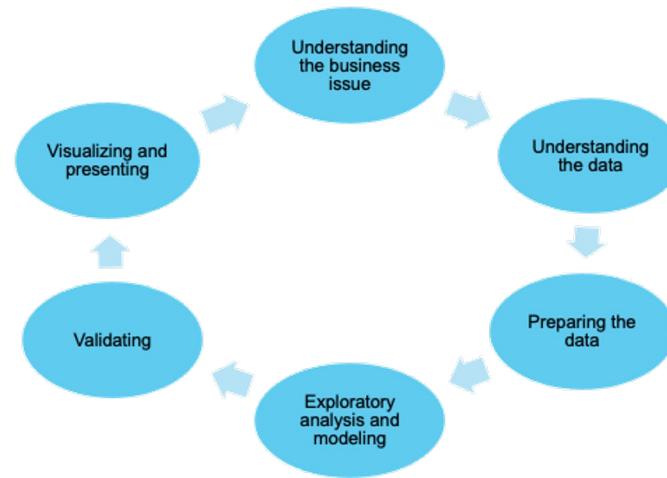
Preparing the Data

- ▶ gathering the necessary data
- ▶ cleansing the data
- ▶ formatting and standardizing the data
- ▶ sample/test the data



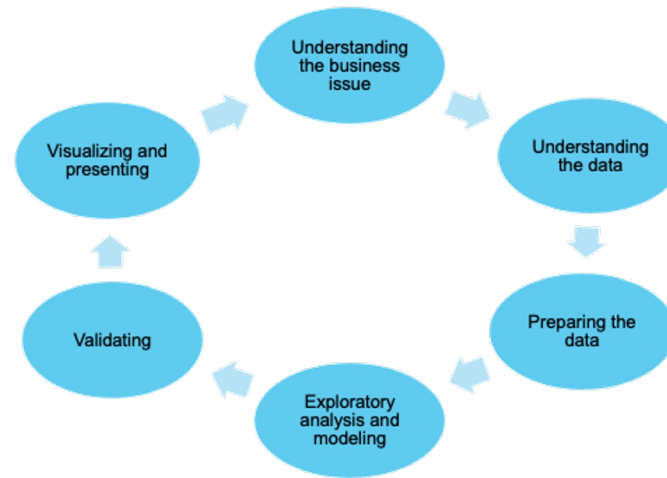
Exploratory Analysis and Modeling

- ▶ developing modeling methodology
- ▶ determine the variables
- ▶ build the analysis model
- ▶ assess the model's effectiveness



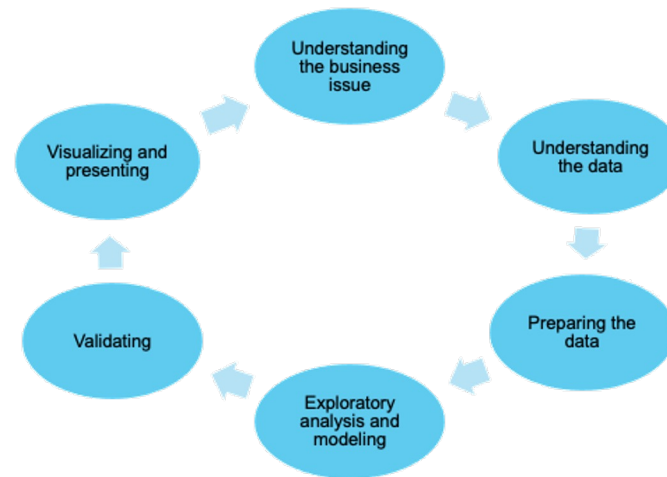
Validating

- ▶ evaluate the results
- ▶ review the process
- ▶ determine the next steps



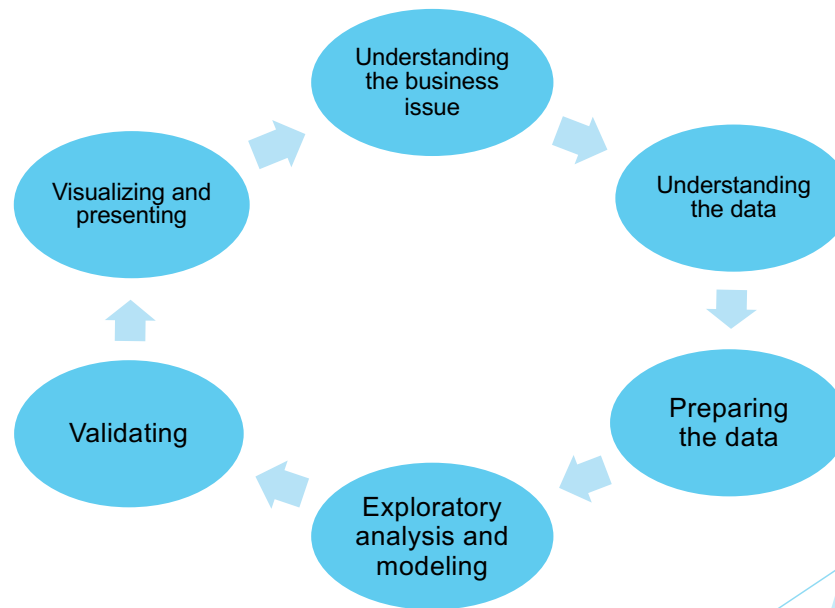
Visualizing Data

- ▶ Communicate results
- ▶ Conduct an audience analysis
- ▶ Identify the best method of presentation to the audience (data visualizations)
- ▶ Craft a compelling story
- ▶ Make recommendations based on the data

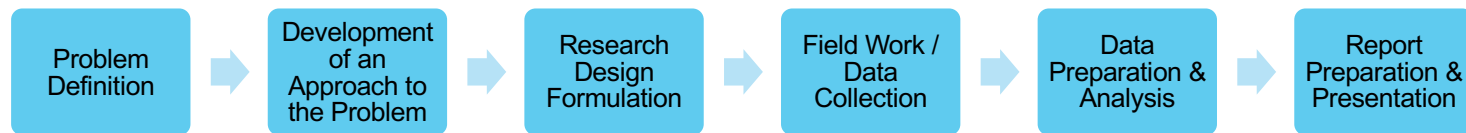


Business Intelligence Systems

- ▶ Data collection
- ▶ Data integration
- ▶ Data storage
- ▶ Data processing
- ▶ Data presentation



Data Analysis and the Marketing Research Process



Conclusion

Unit 1 Learning Outcomes:

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What's next?

Unit 2: Data Analysis

